## **ORDER**

Orders Order / Rev: 703223 - 2 06257001 Alt Order #: OBAMA FOR AMERICA Product Desc: 1519 Estimate: 07/31/12 - 08/13/12 Flight Dates: Primary AE: Aaron Ashe Original Date / Rev: 07/27/12 / 08/02/12 Sales Office: T-WAS Order Type: Political Sales Region: NAT Greer Margolis Mitchell/ Pol Agency Name: **Buying Contact:** K Keuleman Billing Type: Cash Billing Contact: Billing Calendar: Broadcast 3050 K St NW Billing Cycle: EOM/EOC Washington, DC 20007 Agency Commission: 15% Advertiser Name: Obama/D/President Demographic: A35+ New Business Thru: **Product Codes:** PL-Presidential Order Separation: 00:15:00 Priority: P-3 Advertiser External ID:

## Bill Plan

Start Date	ate End Date # Spots 0		Gross Amount	Net Amount		
07/30/12	08/13/12	46	\$119,000.00	\$101,150.00		

## **Totals**

Agency External ID:

Month	# Spots	Gross Amount	Net Amount	Rating
August 2012	46	\$119,000.00	\$101,150.00	0.00
Totals	46	\$119,000.00	\$101,150.00	0.00

## **Account Executives**

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Aaron Ashe			Start Of Order - End Of Order	100%

AGY, GEN, POL

Order Share	Share	Total
WTSP-TV	25%	\$119,000.00
Market	100%	\$476,000.00

Revenue Codes:

Competitive Share	Share	Total
CABLE	0%	\$0.00
UNKWN	0%	\$0.00
WFLA	14%	\$66,640.00
WFTS	26%	\$123,760.00
WMOR	0%	\$0.00
WTOG	0%	\$0.00
WTTA	3%	\$14,280.00
WTVT	30%	\$142,800.00
WVEA	0%	\$0.00
WWSB	2%	\$9,520.00
WXPX	0%	\$0.00

 Ln	Ch	Start	End	Inventory Code	Break	Start/End 1	Time Days	Len Sp	oots	Rate Pri	Rtg Type	Spots	Amount
1	WTSP	07/31/12	08/13/12	LN (M-F)	CM	M-F 11-1135	MTWTF	1:00	1	\$4,000.00 P-3	0.00 NM	2	\$8,000.00
				LN (M-F)									
	10 NEW	S-11PM											
	Star	t Date	End Date	Weekdays	Spots/Week	Rate	Rating						
W	eek: 07/3	31/12	08/06/12	MTWTF	1	\$4,000.00	0.00						
 W	eek: 08/0	)7/12	08/13/12	MTWTF	1	\$4,000.00	0.00						
2	WTSP	08/07/12	08/13/12		CM	11a-12p	MTWTF	1:00	1	\$2,400.00 P-2	0.00 NM	1	\$2,400.00

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Order / Rev: 703223 - 2 Advertiser: Obama/D/President

OBAMA FOR AMERICA Alt Order #: 06257001 Product Desc: WTSP-TV

Flight Dates: 07/31/12 - 08/13/12 Estimate: 1519

Ln Ch	Start	End	Inventory Code	Break	Start/End	Time Days	Len Spots	Rate Pri	Rtg Type	Spots	Amount
			Price Is Right Price Is Right								
THE PR	RICE IS F	RIGHT	Thee is regin						_		
	art Date	End Date	Weekdays	Spots/Week	Rate	Rating					
Week: 08/		08/13/12	MTWTF M-F 12-1230p	CM	\$2,400.00 12-1230p	0.00 MTWTF	1:00 2	2 \$2,200.00 P-2	0.00 NM	4	\$8,800.00
3 WISP	07/31/1	2 00/13/12	10 News @ Nooi		12-1230p	MII WI F	1.00 2	2 φ2,200.00 P-2	U.UU INIVI	4	φο,ουυ.υυ
10 NEW	100N-2V	N									
Sta Week: 07/	art Date	End Date 08/06/12	<u>Weekdays</u> MTWTF	Spots/Week	<u>Rate</u>	Rating					
Week: 07/	-	08/13/12	MTWTF		\$2,200.00 \$2,200.00	0.00 0.00					
4 WTSP	07/31/1	2 08/13/12	M-F 4-5p	CM	4-5p	МГWГF	1:00	3 \$1,600.00 P-2	0.00 NM	8	\$12,800.00
COMME DR. PH		PLY TO SU	Dr. Phil B LINES A THRU	В							
	art Date	End Date	Weekdays	Spots/Week	Rate	Rating					
Week: 07/ Week: 08/	-	08/06/12 08/13/12	MTWTF MTWTF		\$1,600.00 \$1,600.00	0.00 0.00					
			M-F 5-530p	CM	5-530p	MTWTF	1:00	1 \$1,600.00 P-2	0.00 NM	3	\$4,800.00
COMME		PLY TO SU	5-530p 10 News B LINES A THRU		,			, ,			,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,
	art Date	End Date	Weekdays	Spots/Week	Rate	Rating			ı		
Week: 07/	/31/12	08/06/12	MTWTF	1	\$1,600.00	0.00			- 1		
Week: 08/		08/13/12	MTWTF M-F 530-6p	2 CM	\$1,600.00 530-6p	0.00 MTWTF	1.00	t #4 600 00 D 2	0.00 NM	2	¢2 200 00
	07/31/1 VS-530P	2 08/13/12	10 News at 530p		530-6p	MIWIF	1:00	I \$1,600.00 P-2	0.00 NM	2	\$3,200.00
	art Date	End Date	Weekdays	Spots/Week	Rate	Rating					
Week: 07/ Week: 08/		08/06/12 08/13/12	MTWTF MTWTF	1	* ,	0.00 0.00			l		
		2 08/13/12		CM	6-7a	MTWTF	1:00	\$800.00 P-2	0.00 NM	2	\$1,600.00
10 NEW	VC CAM		6-7a 10 News		(6:00 AM-6:3	30 AM)					
	art Date	End Date	Weekdays	Spots/Week	Rate	Rating					
Week: 07/	/31/12	08/06/12	MTWTF	1	\$800.00	0.00			I		
Week: 08/		08/13/12	MTWTF	1	\$800.00	0.00	4.00	<b>.</b>	0.00.1114	•	<b>#</b> 4 000 00
8 WISP	07/31/1	2 08/13/12	M-F 6-7a 6-7a 10 News	CM	6-7a (6:30 AM-7:0	MTWTF	1:00	\$800.00 P-2	0.00 NM	2	\$1,600.00
10 NEW	VS-6AM		0.4.0.10.10		`	,,,,					
	art Date	End Date	Weekdays	Spots/Week		Rating					
Week: 07/ Week: 08/		08/06/12 08/13/12	MTWTF MTWTF	1	\$800.00 \$800.00	0.00 0.00					
		2 08/13/12	CBS This Mornin	g CM	7-9a	МГЖГБ	1:00 2	\$800.00 P-2	0.00 NM	6	\$4,800.00
	ENTS AF		CBS This Mornin B LINES A THRU	0	(7:00 AM-8:0	00 AM)					
	art Date	End Date	Weekdays	Spots/Week	Rate	Rating					
Week: 07/		08/06/12	MTWTF	2	\$800.00	0.00					
Week: 08/		08/13/12	MTWTF M-F 930-10a	CM	\$800.00 930-10a	0.00 MTWTF	1:00 3	3 \$560.00 P-2	0.00 NM	6	\$3,360.00
10 WISP	01/31/1	2 00/13/12	M-F 930-10a	Civi	950-10a	MII WI F	1.00	5 \$500.00 F-2	U.UU INIVI	O	φ3,300.00
MILLIO											
<u>Sta</u> Week: 07/	art Date	End Date 08/06/12	Weekdays MTWTF	Spots/Week	Rate \$560.00	Rating 0.00					
Week: 07/		08/06/12	MTWTF	3	\$560.00 \$560.00	0.00					
		2 08/11/12	Sat 6-630p	CM	Sat 6-630p	S-	1:00	1 \$1,400.00 P-2	0.00 NM	1	\$1,400.00
40 NEV	VC NIT\4"	e at ed	Sat 6-630p 10 Ne	ews							
_	VS-NEWS art Date	End Date	Weekdays	Spots/Week	Rate	Rating					
Week: 07/	/30/12	08/05/12	S-	1	\$1,400.00	0.00					
Week: 08/	/06/12	08/12/12	S-	1	\$1,400.00	0.00			ı		

Order / Rev: 703223 - 2 Advertiser: Obama/D/President

Alt Order #: 06257001 Product Desc: OBAMA FOR AMERICA WTSP-TV

Flight Dates: 07/31/12 - 08/13/12 Estimate: 1519

Ln Ch	Start	End	Inventory Code	Brook	Start/End	Time Dave	Len Spo	ots Rate Pri	Pta Type	Snote	Amount
11 WTSP			Sat 6-630p	CM	Sat 6-630p	S		1 \$1,400.00 P-2		1	\$1,400.00
10 NFW	VS-NEW	S AT 6P	Sat 6-630p 10 Ne	ews							
Sta	rt Date	End Date	Weekdays	Spots/Week		Rating					
Week: 08/ Spot Ch	/06/12 <u>Date Ra</u>	08/12/12 inge D	S- escription		\$1,400.00 t/End Time	0.00	Weekdays	Length Rate	Rtg Type		
2 WTSP	08/06/1	2-08/12/12 S			6-630p		Sa				
	e <i>dited</i> ove to bu	cs pregame	on 8/10]								
12 WTSP	08/11/1	2 08/11/12	Sat 7-730p	СМ	7-730p	5	S- 1:00	1 \$1,400.00 P-2	0.00 NM	0	\$0.00
INSIDE	EDITION	N	Inside Edition								
Sta	rt Date	End Date	Weekdays	Spots/Week		Rating					
Week: 08/ Spot Ch	/06/12 i Date Ra	08/12/12 inge D	escription		\$1,400.00 t/End Time	0.00	Weekdays	Length Rate	Rtg Type		
1 WTSP	08/06/1	2-08/12/12 S		7-73			Sa				
	e <i>dited</i> ws airs ii	nstead due t	o pga running to 7p	<b>o</b> ]							
13 WTSP	08/11/1	2 08/11/12		СМ	Sat 8-10a	5	S- 1:00	1 \$640.00 P-2	0.00 NM	1	\$640.00
CBS TH	HIS MOR	NING - SAT	CBS This Morning	g Saturday							
	rt Date	End Date	Weekdays	Spots/Week	Rate	Rating					
Week: 08/		08/12/12	Sat Prime B	CM	\$640.00 Sat 9-10p	0.00	S- 1:00	1 \$8,000.00 P-2	0.00 NM	2	\$16,000.00
			Sat Prime B					* - ,			, ,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,
	TIME SA art Date	TURDAY End Date	Weekdays	Spots/Week	Rate	Rating					
Week: 07/ Week: 08/		08/05/12 08/12/12	S- S-	1	,	0.00					
			Sun 630-7p	CM	Sun 630-7p		- S 1:00	1 \$1,400.00 P-3	0.00 NM	1	\$1,400.00
10 NEW	VS-SI I		Sun 630-7p 10 N	ews							
	rt Date	End Date	Weekdays	Spots/Week		Rating					
Week: 07/ Week: 08/		08/05/12 08/12/12	S S		\$1,400.00 \$1,400.00	0.00 0.00					
Spot Ch	Date Ra	inge D	escription	<u>Star</u>	t/End Time	0.00	Weekdays		Rtg Type		
	<sup>9</sup> 08/06/11 edited	2-08/12/12 S	Sun 630-7p	Sun	630-7p		Sı	ı 1:00 <del>(\$1,400.00)</del>	0.00 <i>NM</i>		
[m@	g line 19]										
16 WTSP	08/02/1	2 08/09/12	Thu Prime C Person of Interes	CM t	Thu 10-11p	T	1:00	1 \$22,000.00 P-2	0.00 NM	2	\$44,000.00
	ENTALIS				_						
Sta Week: 07/	rt Date /30/12	End Date 08/05/12	<u>Weekdays</u> T	Spots/Week 1	Rate \$22,000.00	Rating 0.00					
Week: 08/	/06/12	08/12/12	T	1	\$22,000.00	0.00					
17 WTSP	08/10/1	2 08/10/12	Bucs Pre-Game Bucs Pre-Game	СМ	Bucs Pre-Ga	ameF-	1:00	1 \$1,400.00 P-4	0.00 NM	1	\$1,400.00
	rt Date	End Date	Weekdays	Spots/Week		Rating					
18 WTSP		08/12/12 2 08/11/12	F Sat 7-730p	CM	\$1,400.00 Sa 7-730p	0.00	S- 1:00	1 \$1,400.00 P-2	0.00 NM	1	\$1,400.00
			Sat 7-730p 10 Ne	ews	·			. 4.,.30.001 2	3.33 1111	, i	ψ., 100.00
Sta Week: 08/	rt Date /06/12	End Date 08/12/12	Weekdays S-	Spots/Week 1		Rating 0.00					
		2 08/10/12	Bucs Post-Game	СМ	1030-11p	F-	1:00	1 \$1,400.00 P-4	0.00 NM	1	\$1,400.00
S+0	rt Data	End Data	Bucs Post-Game Weekdays		Pata	Rating					
Week: 08/	rt Date /06/12	End Date 08/12/12	F	Spots/Week 1	Rate \$1,400.00	Rating 0.00					
									Totals	10	\$119,000,00